

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING**
November 20, 2008

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:15 p.m., at the ISTA Center, 150 West Market Street, 2nd Floor Conference Center, Indianapolis, Indiana.

I. Welcome

Dr. Monroe welcomed everyone on Great American Smoke Out day.

II. Approval of September 25, 2008 Executive Board Meeting Minutes

Motion to approve the Executive Board Meeting minutes was made by Dr. Stephen Jay, 2nd by Dr. Mohammad Torabi and passed.

III. Financial Report

Ms. Bates provided the October 31, 2008, financial report. A motion to approve the financial report was made by Dr. Stephen Jay, 2nd by Dr. Alan Snell and passed.

IV. 2015 Strategic Plan

- Mrs. Sneegas reviewed the process underway in updating the current 2010 Strategic Plan to a 2015 Strategic Plan. The following summarizes activities to date.
 - Dr. Monroe hosted a round table discussion in late June focusing on cessation systems.
 - Dr. Cheryl Heulton, American Legacy Foundation, provided an overview of the recommendations from the Institute of Medicine Report at the Partner Information X-Change in September and round table discussions were held among all our ITPC partners in attendance at that time.
 - Regional meetings are scheduled in December to present ideas back to our partners and get additional input from them.
 - One-on-one meetings with our State organizations are in the planning process.
 - The goal is to have a final product for final approval at our February Executive Board meeting.

A handout providing an overview of the priority areas and the draft long-term, intermediate, and short-term objectives was provided in Board members' packets.

- Dr. Jay asked about the use of the word "maintain" under priority area four and Dr. Torabi suggested to use "and further enhance."

Under “decrease youth smoking rates” the following changes were made:

- Increase the proportion of youth who do not “see smoking among peers as normal”
- Under intermediate objectives “increase the tax on other tobacco products”
- Removed the objective on non-compliance rate of sales to minors.

Dr. Torabi suggested calling these goals rather than objectives. Ms. Sneegas explained that next time the actual true measurements will be presented.

Jim Jones asked about benchmark data. Ms Sneegas said we have some data back to 2002, and not everything can be taken back.

Jim Jones suggested that we footnote our measurements to reflect what was going on at the time (i.e. funding loss). Mr. Jones also suggested in the public policy agenda to be moved over to the funding side where it speaks about increase in taxes.

Under “Increase the proportion of Hoosiers not exposed to secondhand smoke”

- Policy change focus continues, both at the community level and institutional level and home level. Home level at voluntary change, not mandated change through law.
- Attitude changes included here
- Objectives were moved around as 2010 long-term objectives should really be intermediate and visa-versa; policy changes are now intermediate; short-term objectives added new focus on mental health centers campus policy and drug abuse centers from being only hospitals; smoke free homes measure among smokers

The question was asked about consumption measure. Ms. Sneegas said data is obtained from Department of Revenue from cigarette taxes collected.

Dr. Keen asked about where policy changes for less exposure for secondhand smoke fits. Ms. Sneegas answered according to RTI this would be a policy change leading to a long term reduction in exposure.

Under “Decrease Indiana adult tobacco use rates”

- Most objectives were revised and a few dropped including some adult sub-populations
- Tax is an intermediate objective
- Revised use of cessations services in lieu of the awareness and use of the Tobacco Quitline
- Added a measure to track tobacco treatment services among Medicaid members

- Dropped the measure of health care providers' advice to pregnant women who smoke. This doesn't mean strategies and tactics are dropped related to pregnant women, just in terms of our top level objectives being healthcare providers advise all patients on tobacco use.

Under "Maintain state and local infrastructure"

- Changes result from CDC funding recommendations

Ms. Sneegas indicated priority areas 1-3 cannot be done without meeting the objectives in this item. Dr. Keen asked if health communication defined is billboards, advertising and such which has had some restrictions. Will we be able to have some of these restrictions removed? Ms. Sneegas indicated we included this in the formal request for the Budget hearing on Dec. 2 was put in the transmittal letter.

- ACTION-National Cessation Initiative – Dr. Monroe
 - Dr. Monroe and Ms. Sneegas participated in Partnership for Prevention in Frankfort, Kentucky on November 18, 2008. (Handout provided) Dr. Monroe indicated they took information from various national publications on tobacco cessation forming the call for action to increase cessation across the nation. With the over all goal to expand access to cessation to tobacco users to 50% of smokers by 2015 and 100% by 2020.

V. Update on September Action Items

- Indiana Campaign for Smokefree Air (ICSA) an update on the coalition was presented by Patricia Ells, American Cancer Society.
 - ICSA was formed due to the statewide smoke free movement
 - In the last 2 years there have been 8 bills or amendments offered that would make some sections of workplaces including restaurants smoke free, and some are not comprehensive. Two have passed the House and gone to the Senate and we worked very hard to stop the one not comprehensive.
 - Thirty-four statewide organizations are members with a steering, lobbying, communication, and grassroots committee.
 - Battleground will be casinos—5th largest employer in the state; at least 60% across the state will support smoke free workplace laws.
 - An informational resource binder has been created and delivered to ITPC and its partners and others statewide
 - A resolution with 151 supporting members to date
 - Have had grassroots town hall meetings in Fort Wayne, and moving on to South Bend and other places
 - Monthly LTEs to newspapers statewide and after this month will submit weekly

- Recruiting core businesses and associations, i.e., Indiana Manufactures Association

Dr. Jay cautioned that Indiana is a tobacco State and there will be those highly opposed. Although a tremendous amount of work has already been done there will be those who don't want the State to go comprehensive and we will have to take the extra effort on our stance.

Dr. Keen, at the Greenfield Town hall meeting a casino worker brought in the clothes she wore to work that day which she had sealed in a plastic bag right after leaving and brought them to the meeting. She got a call from the HR department not to take them to the meeting. She stated she was doing this for her co-workers.

Ms. Ells added ICSA will also be sending alerts to the Governor and he knows the public support behind it.

- Smoking in Movies Initiative

Ms. Sneegas indicated that a letter was sent to Dr. Stan Glanz (copy in packet) indicating the Board passed the Resolution. We will send letters to statewide organizations including the Indiana Film Commission and the Heartland Film festival. We have developed a campaign for VOICE to use this year.

VI. Action Items

- Policy on Accepting Tobacco Funding.
Currently ITPC does not have an official policy passed by the Executive Board that says ITPC does not take tobacco industry funding. A motion to approve policy offered by Dr. Stephen Jay, 2nd by Dr. Mohammad Torabi.
- Calendar of Meeting Dates for 2009
 - February 19, 2009
 - April 16, 2009
 - July 16, 2009
 - September 17, 2009
 - November 19, 2009

Motion to approve 2009 meeting dates made by Dr. Robert Keen, 2nd by Ginger Brophy.

VII. Update on Indiana Tobacco Quitline

- Jennifer Feffer and Mary Kokstis from Free and Clear provided a brief overview of the Quitline and reviewed the Performance Dashboard and preliminary evaluation (handout).
- Volume has increased over the last year and on November 5th, after the “Artery” ad, there was a 100% increase in callers

Dr. Keen suggested a cost benefit analysis be done.

- Quit 2 Win update. Ms Sneegas shared that the contest had over 7,000 entries. Two winners have been confirmed, one is still in process. Upcoming news conference as soon as all three winners are confirmed.

VIII. ITPC Program and Staff Update

- 3rd Quarterly Program Update from reports from partners were due October 31.
 - 29% covered population protected by local smoke free air laws
 - 6.5% comprehensive (also includes bars)
 - Activity in Richmond, New Albany/Floyd County, Anderson, Michigan City
 - Defeated 2 ordinances did not want pass—Richmond and New Albany/Floyd County passed, but the mayor vetoed it
 - Schools: 60% of schools districts have tobacco-free campus policy on file and 64% of students are protected
 - Mental Health and Substance Abuse Centers: Two new facilities went tobacco free this quarter with a total of 13
 - Monthly Newspaper Clips show coverage was very high on State Fair
 - Grantees accountability show that 73-85% submitted their reports on time; our metric is 95% and we have 2-3 grantees with a history of not reporting accurately and we will look into this at the next RFP

IX. Announcements

- Indianapolis and Marion County is working to strengthen its smoke free workplace law and some discussion on a smoke free air ordinance has started in Westfield

Dr. Judith Monroe entertained motion to close the meeting.

Motion to adjourn the meeting made by Dr. Stephen Jay, 2nd by Dr. Robert Keen.

Meeting adjourned at 3:10 pm.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Richard Feldman, M.D.
Ginger Brophy for Jeff Wells for E. Mitchell Roob
Stephen Jay, M.D.
James Jones
Phyllis Lewis for Suellen Reed, Ed.D.
Alan Snell, M.D.
Robert Keen, Ph.D.
Diane Krull
J. Michael Meyer
Mohammad Torabi, Ph.D.

The following Advisory Board Members were present for all or part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Steve Simpson, M.D.
Victoria Champion, PhD.
Jessica Kelley
Wendy Zent
Patricia Hart
Danielle Patterson
Natalie Robinson for Steve Carter
Pat Rios

Agency Staff in attendance:

Miranda Spitznagle, Director of Program Evaluation
Anita Gaillard, Director of Community Programs
Celesta Bates, Chief Financial Officer
Kristen Stokes, Contract Administrator
Barb Cole, Administrative Assistant
Katelin Ryan, Research Director
Rachelle Back, Regional Director
Becky Haywood, Administrative Assistant
Cheryl Raney, Accountant
Dan Morgan, Regional Program Director
Angie Morris
Jamie Broderick, Regional Program Director
Karen O'Brien, Regional Program Director

Agency Staff not in attendance:

Craig Wesley, Regional Program Director

Others in attendance:

Tim Filler
Patricia Ells
Mary Kokstis
Jenn Feffer
Harry Davis, MZD
David Ayres, MZD
Ray Volpe, MZD
Missy Lewis, IAFP
Debi Hudson, Clarian
Patrice Adams, Promotus